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Contact: Robin Russ

Phone: 757-622-2111

e-mail: robin@studiocenter.com

Studio Center Hires Rana Morse as Sales Manager of Richmond Studios

Virginia Beach, VA - Studio Center Total Production, headquartered in Virginia Beach, VA, announces the hiring of Rana Morse as the Sales Manager of their Richmond, VA location. The new Studio Center Studios are located at 1707 Summit Avenue in the Scott's Addition area. Rana comes to Studio Center with an extensive background in both production management and sales.



Morse has over 20 year's experience in advertising, television and film. She served as Production Manager for Walter Cronkite's documentary film company Cronkite Ward in Washington, DC. During her tenure at Cronkite Ward as Production Manager, Morse was in charge of budgets, crewing, deliverables and all production for shows being shot around the world. In 1997, with that framework of knowledge she relocated to Richmond, VA to work for a local production company heading their sales division where she stayed for 12 years.

William "Woody" Prettyman, CEO of Studio Center Total Production says, "Once Rana told me that she majored in 'Beer Chugging' at college, it was a done deal!"

Rana is a native of Radford, Virginia and graduated from Radford University with a degree in communications. She says of her move to Studio Center, "I'm with Studio Center because the energy

and company philosophy is spot on. The “no jerk” rule is a total bonus. I like that I can just focus on what I do and know that I have a team of positive thinkers backing me up. Providing the best experience and outcome for our clients is key. And having fun doing it is also stressed. You can’t go wrong with that way of thinking”. When not working, Rana enjoys spending time with her husband and children in Richmond or at her cottage in Deltaville on “The Rivah.”

Studio Center, with 7 locations and 34 rooms, produces over 15,000 Radio and TV commercials each year. Additionally they produce documentaries, corporate training videos, infomercials, computer game and toy audio and web videos -- for clients in all 50 states and 23 countries around the world. **Studio Center Total Production** has an exclusive roster of hundreds of non-union and union talent and offers full signatory services.

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